HAMILTON COUNTY TOURISM, INC BOARD OF DIRECTORS
37 E. Main Street, Carmel, IN 46032
Friday, August 7, 2026

Board in attendance: Jimia Smith, Scott Spillman, Norman Burns, Kayla Arnold, Chris Stice, Anne Clendenin, Bob DuBois, Michael Balcom, Matt Trnian, Mark Truett, Vince Dora
Also in attendance: Karen Radcliff, Brad Lynn, Todd Bolster, Sarah Buckner, Laura Kelner, Carl Daniels, Ashley Ledford, Tina Rodgers, Mike Thibideau, Chris Lewis, Anne Poindexter/counsel

I. Call to Order
S. Spillman called the meeting to order at 8:30 a.m.

II. Special Report: Great American Songbook Museum Research Report
C. Lewis presented the findings from research completed for the Great American Songbook Museum. Hamilton County Tourism assisted financially with the research done by SMARI and Hunden Partners. The research goal was to test the viability of the location for, and concept of, the Great American Songbook Museum. The location will be just north of the Palladium on Rangeline Road, with a long-term lease from the city of Carmel. SMARI completed the awareness and proposed visitation (early findings say 80,000-140,000 visitors to the space). Annual revenue projections equal $4.2 million. Hunden Partners managed a site feasibility and preplanning study. Results from this study supports the project and offered ideas for generating additional revenue, including flexible meeting space and outdoor gathering spaces. N. Burns offered to meet with C. Lewis to talk about his own experiences with opening a museum.

III. Minutes of the June 2026 Meeting
N. Burns made a motion to approve the minutes of the June 2026 meeting. M. Truett seconded. No further discussion. Motion passed.

IV. Financials & Metrics -- CONSENT AGENDA ITEMS
A. Tax Remittance Report
B. Lynn shared the 2026 Innkeepers tax revenue tracking sheets for both the 5% and 3%. YTD 2026 has been very strong. B. Lynn reminded the board that there will be a 20% drop beginning in September, due to changes in the tax distribution. The 3% will go directly to the cities beginning in September. K. Radcliff informed on the communications work that needs to continue with the changes in the tax distribution.
B. HCT Financial Report
B. Lynn presented the balance sheet through June 30, 2026. HCT continues to be cash strong. Accounts receivable a little higher than normal due to invoices from Invest and Sports partnerships, all are settled. B. Lynn also shared the Profit and Loss statement through June 30, 2026. Each department is in a good position with commitments and expenses. K. Radcliff will present special projects that were put on hold due to uncertainty of budgeting.

V. Dora made a motion to approve the financials as presented. M. Truett seconded. No further discussion. Motion passed.

V. Old Business
A. Tourism Commission Membership Update
K. Radcliff provided updates on the Tourism Commission membership. When filled the Tourism Commission will have seven new members and eight returning. Bob Dubois has been appointed by the County to serve as liaison between the HCT Board and Tourism Commission.
B. Strategic Plan Update
K. Radcliff updated on the strategic plan tracker, 90% of the work expected to complete is either done or is in progress. Staff reported on three newly completed initiatives. C. Daniels shared on the sports partnership program, L. Kelner shared on the hotel “problem solving” training initiative that the sales department launched with Invest Hamilton County, T. Rodgers shared about the updated performance management system.

C. Big Events Update

L. Kelner shared updates on the large sales events coming to the area. The first event shared includes the largest gathering of meeting planners in the world, American Society of Association Executives (ASAE). C. Daniels shared details on Alliance Fast Pitch, NLF Flag Football, and 2026 USA Wrestling Women's National Duels. M. Trnian shared there is great potential for a continued partnership with NFL Flag. Big 10 Volleyball, LIV Golf, and World Fitness Project will happen this year. C. Daniels announced the Olympic Trials for Archery at Grand Park will take place August 2027.

VI. New Business

A. Creative Economies Report

K. Radcliff presented early plans to fund a creative economies initiative as a possible core business line for Hamilton County Tourism. The Creative Economy is quickly becoming a new opportunity for HCT to invest in as a long-term tourism driver. K. Radcliff would like to include this effort in the 2027 budget. N. Burns would like the team to keep humanities in mind as well as arts, entertainment, and culture. A. Clendenin stated support for the plan and would like to offer support. M. Thibideau suggested that sales incorporate cultural events into meetings/conferences.

B. Audit Committee Report

This report was tabled as the final audit is not yet complete due to a short delay by the auditor.

VII. Adjourn until 8:30 am, October 2, 2026

M. Balcom made a motion to adjourn the meeting at 10:16 a.m. N. Burns seconded. No further discussion. Meeting adjourned.